1. References and Bibliography

Ajzen, I. (1991). The theory of planned behavior. *Organizational behavior and human decision process* , 50(2), 179-211.

Angehrn, A. (1997). Designing mature internet business strategies: The ICDT model. *European Management Journal* , 15(4), 361-369.

Blackwell, R. D., Miniard, P. W., & Engel, J. F. (2006). *Consumer behavior.* Mason: The Thomson Corporation.

Butler, P., & Peppard, J. (1998). Consumer purchasing on the internet: Processes and prospects. *European Management Journal* , 16(5), 600-610.

D. Veena Parboteeah and Joseph S. Valacich, John D. Wells (2009). The Influence of Website Characteristics on a Consumer's Urge to Buy Impulsively. Information Systems Research Vol. 20, No. 1, March 2009, pp. 60–78

Davis, F. D. (1986). *A technology acceptance model for empirically testing new end-user information systems: Theory and results.* Massachusetts: Massachusetts Institute of Technology.

Dellarocas, C. (2003). The digitization of word-of-mouth: Promise and challenges of online reputation mechanisms. *Management Science* , 49(10), 1407-1424.

George, J. F. (2002). Influences on the intent to make internet purchases. *Internet Research* , 12(2), 165-180.

Guo Jun, Noor Ismawati Jaafar 2011. A Study on Consumers' Attitude towards Online Shopping in China. International Journal of Business and Social Science Vol. 2 No. 22; December 2011

Ghosh, S. (1999). Making business sense of the internet. In W. A. Sahlman, H. H. Stevenson, M. J. Roberts, & A. Bhidé, *The entrepreneurial venture* (pp. 101-120). Cambridge: Harvard Business School Publishing.

Gupta, A., Su, B.-c., & Walter, Z. (2004). An emperical study of consumer switching from traditional to electronic channels: A purchase-decision process perspective. *International Journal of Electronic Commerce* , 8(3), 131-161.

Gurvinder S Shergill, Zhaobin Chen (2005). Web-Based Shopping: Consumers' Attitudes Towards Online Shopping In New Zealand. Journal Of Electronic Commerce Research, Vol. 6, No.2, 2005

Häubl, G., & Trifts, V. (2000). Consumer decision making in online shopping environments: The effects of interactive decision aids. *Marketing Science* , 19(1), 4-21.

Heijden van der, H., Verhagen, T., & Creemers, M. (2003). Understanding online purchase intentions: Contributions from technology and trust perspectives. *European Journal of Information Systems* , 12(1), 41-48.

Horrigan, J. B. (2002, March 3). Retrieved April 12, 2012, from http://www.pewinternet.org: http://www.pewinternet.org

Krugman, P. (1991). Increasing returns and economic geography. *The Journal of Political Economy* , 99(3), 483-499.

John D. Wells, Veena Parboteeah and Joseph S. Valacich (2011). Online Impulse Buying: Understanding the Interplay between Consumer Impulsiveness and Website Quality. Journal of the Association for Information Systems Vol. 12 Issue 1 pp.32-56 January 2011

Lehmann, D. R. (1999). How do customers and consumers really behave? *Journal of Marketing* , 63(4), 14–18.

Li, H., Kuo, C., & Rusell, M. G. (1999). The impact of perceived channel utilities, shopping orientations, and demographics on the consumer's online buying behavior. *Journal of Computer-Mediated Communication* , 5(2), 0.

Lohse, G. L., Bellman, S., & Johnson, E. J. (2000). Consumer buying behavior on the internet: Findings from panel data. *Journal of Interactive Marketing* , 14(1), 15-29.

Malone, T. W., Yates, J., & Benjamin, R. I. (1997). Electronic markets and electronic hierarchies. *Communications of the ACM* , 30(6), 484-497.

Na Li And Ping Zhang, (2002). Consumer Online Shopping Attitudes And Behavior: An Assessment Of Research. *Eighth Americas Conference on Information Systems*, *2002.*

Nielsen. (2010). *Global trends in online shopping.* New York: The Nielsen Company.

Peterson, R. A., & Merino, M. C. (2003). Consumer information search behavior and the internet. *Psychology & Marketing* , 20(2), 99-121.

Razorfish. (2008, October 2008). Retrieved 4 13, 2012, from Razorfish: http://feed.razorfish.com/

Reibstein, D. J. (2002). What attracts customers to online stores, and what keeps them coming back? *Journal of the Academy of Marketing Science* , 30(4), 465-473.

Reuters. (2010, October 19). Retrieved 4 12, 2012, from www.reuters.com: http://www.reuters.com

Rick L. Andrews, Imran S. Currim (2004). Int. J. of Internet Marketing and Advertising, 2004 Vol.1, No.1, pp.38 - 61

Rober LaRose and Matthew s. Eastin (2002). is online buying out of Control? Electronic Commerce and Consumer Self-Regulation. Journal of Broadcasting & Electronic Media 46(4),2002, pp. 549-564

Sajjad Nazir; Arsalan Tayyab; Aziz Sajid; Haroon ur Rashid; Irum Javed, (2012). "How Online Shopping Is Affecting Consumers Buying Behavior in Pakistan?". IJCSI International Journal of Computer Science Issues, Vol. 9, Issue 3, No 1, May 2012

Thompson S.H. Teo, Pien Wang, Chang Hong Leong (2004). Int. J. of Internet Marketing and Advertising, 2004 Vol.1, No.1, pp.62 - 84

Trendstream. (2009, October 26). Retrieved 4 13, 2012, from Trendstream: http://globalwebindex.net/thinking/

Wen-Chin Tsao and Ya-Ling Tseng (2011). The impact of electronic-service quality on online shopping behaviour. Total Quality Management Vol. 22, No. 9, September 2011, 1007–1024

Yoffie, D. (1996). *Competing in the digital age.* Cambridge: Harvard Business School Publishing.

Yoo-Kyoung Seock and Lauren R. Bailey (2007). The influence of college students' shopping orientations and gender differences on online information searches and purchase behaviours. International Journal of Consumer Studies 32 (2008) 113–121